



CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

COMMUNITY SERVICES DEPARTMENT

(714) 536-5486

MINUTES

HUNTINGTON BEACH ALLIED ARTS BOARD

Tuesday, June 5, 2012

6:00 p.m.

Huntington Beach Art Center

538 Main Street

Huntington Beach, CA 92648

CALL TO ORDER:

K. Rudin called the meeting to order at 6:13 pm at which time a quorum was met.

ROLLCALL:

Boller, Eng, Hamil, Hartman, LoSchiavo, K. Rudin, M. Rudin, Skerik, Stip

MEMBERS ABSENT:

None

COUNCIL LIAISON PRESENT:

Boardman, Dwyer

STAFF PRESENT:

Gomez, Hoffman, DeAngelo, Laudenback

PRESENTATIONS/INTROUCTIONS:

Hoffman presented a report and video the board can use for advocacy at Council and other meetings to generate support. The video was screened for the board. A copy was given to K. Rudin.

MINUTES:

Motion to accept the minutes from April 3, 2012 was made by Hamil and seconded by Boller. The motion was approved by the board.

ORAL COMMUNICATIONS:

Dwyer gave a synopsis of the last Council meeting. He and Council Liaison Boardman worked on a project that will help to bring public art to the city's parks. Although this project will help to bring art to the community, it cannot be used to help save the art center, which could potentially be closed due to the impact of the property tax override initiative.

ADMINISTRATIVE ITEMS

1. Nominations and Election of Chair and Vice Chair. Current Terms end June 30, 2012.

K. Rudin called for nominations for Vice Chair. No nominations were made. K. Rudin volunteered for the position. Skerik motioned to elect K. Rudin as Vice Chair. Hamil seconded the motion and the board approved unanimously. K. Rudin asked for a motion on the advancement of Boller from Vice Chair to Chair. Stip made the motion with Skerik seconding. The board voted unanimously to advance Boller to the position of Board Chair.

CURRENT ITEMS:

1. Advocacy for the Arts:

Hoffman reiterated that city staff cannot advocate for the Art Center – they can only educate. Laudenback asked the council liaisons what they would suggest the AAB do to advocate on behalf of the Art Center. Both liaisons suggested that they meet with council members individually and bring bullet-pointed information to leave with council members. In addition, they should participate in the 3-minute public speaking period at council meetings. Bring the video that was shown at the start of this meeting and show it to council.

Council Liaison Dwyer gave the board a recap of what is taking place with city-wide budget cuts, the effects, and possible solutions or actions to take.

- City staff has recommended cuts that include reducing support of the Art Center as of the October 1 new fiscal year.
- Council will continue to review all proposed cuts.
- There are several budget scenarios that are currently causing challenges. One is the recalculating of the PERS annualized return, which affects the new fiscal year budget with an impact of \$2.5 million. The second is the elimination of the Redevelopment Agency by the State. The third is the Mayor's initiative to repeal the portion of the property tax that is used to help fund city services, which will cause a loss of \$4.2 million. This initiative received the necessary numbers of signatures and has been filed for the November ballot. If this is approved by the voters, then the Art Center may be closed.
- HBAC Foundation should send out an email asking for patron support

K. Rudin asked the board if they would like to start meeting in small groups to prepare to go before council as they did during budget cuts last fiscal year. Boller suggested drafting a letter to council. Rudin will email Boller to coordinate meetings with council members.

2. Public Arts Policy:

Council Liaison Dwyer discussed his Public Arts Project that went before council at study session. The board should review the council synopsis and agenda.

3. Allied Arts Awards:

Hamil was able to reserve a room at the Hilton on October 25, 2012 at no cost to the board. She may be able to get wine and appetizers as well. Challenge is to contact people to make nominations in a timely manner. A discussion on the contact list ensued. Hoffman will help the board with contacts from some of the schools.

4. City Budget Update:

See Item #1, Advocacy for the Arts, above.

NEW BUSINESS:

1. None

CULTURAL SERVICES UPDATE:

1. Art Center: Kate Hoffman, Director

- Hoffman reported on the Art of Chocolate event. She is looking for help from the AAB and the HBAC Foundation to help get the word out about the event and help with ticket sales. She thanked Eng for bring this fundraising idea to the Art Center and coordinating the connection with Chef Jean-Marie Verhoeven, an executive pastry chef at a major resort. The chef will demo 9 different chocolate desserts and prepare a showpiece in the multipurpose room. The StringTones will provide entertainment while the guests enjoy the various vendors that will be housed throughout the galleries.
- The Art Center is partnering with a local resident, Tom McDaniel, who has a passion for Americana music. His foundation has created competitions and presented awards in this genre. He will hold a concert at the Art Center for the current award winning performer/song writer on Friday, June 29 at 7:00 pm. Tickets are \$15. We hope this will grow into a complete series and bring a music program back to the Art Center.
- The opening for the current exhibition, *Contemporary Traditionalists: A West Coast Perspective*, was a huge success with many people coming from Laguna. There was a good response to the free membership offer to the Festival of the Arts members.

2. HBAC Exhibitions: Darlene DeAngelo, Curator

- The next exhibition, *Escape from the Landfill*, opens on Saturday, July 14, 2012. The opening reception is at 7:00 pm. The exhibit features three women artists working with material that would end up in the landfill. Four LATE8 events are planned including a panel discussion on plastic bags on July 19 and a poetry reading on July 26.

3. Art Walk: Celeste Hamil, Marketing Consultant HBDBID

- Hamil reported that currently the HBBID is reviewing budgets to identify funds for marketing the Art Walk.

4. HBAC Foundation: Elise Hartman, HBACF Secretary

- Hartman announced a fundraising event scheduled for June 28 at Mama's on 39. Mama's is offering 30% of all sales, including alcohol, to the HBAC Foundation. She asked the board members to have lunch or dinner at Mama's and to tell their friends.

ITEMS TO BE AGENDIZED

1. Review Public Art Guidelines
2. Review Municipal Code
3. Allied Arts Awards Update

ITEMS DISTRIBUTED TO THE BOARD

1. Event and exhibition flyers
2. Budget report.

ADJOURNMENT

Stip motioned for adjournment. The motion was seconded by LoSchiavo and the meeting was adjourned at 7:56 pm.

The next meeting will be Tuesday, August 7, 2012 at 6:00 p.m. in the Art Center located at 538 Main Street, Huntington Beach.

Respectfully submitted,

Charlene Gomez, Recording Secretary